Think big, speaker says

Wed. Aug. 7, 2002
Ashland's Daily Independent

Author addresses business conference at Ashland Plaza

By Kirsten Stanley
Of The Daily Independent

ASHLAND — Author Jim Carroll says attitude is everything when it comes to business success.

"You can't sit back and look at Wall Street and the economy and say you're not going to get involved," Carroll told a group of business people gathered at the Ashland Plaza Hotel. "You can't think like that if you want to succeed."

Carroll, the Canadian author of more than 30 books and 600 articles, was the featured speaker Tuesday during the inaugural Regional Entrepreneur Conference sponsored by Morehead State University's East Kentucky Small Business Development Centers.

Canadian author Jim Carroll says a small-town defeatist attitude can be a major stumbling block to economic growth. Carroll spoke at the Regional Entrepreneur Conference in Ashland Tuesday.

Having a defeatist attitude, like some do in small towns such as Ashland, can destroy any hopes of economic growth, Carroll said.

"The future is invented here," he said. "You have to convince yourself and others that you can be leaders in the global economy."

Local businesses need to embrace and use new technology to thrive, he said.

The theme of the two-day conference, which ended Tuesday, was "Succeeding in a Digital Age."

Session topics dealt with small-business loans, customer service, Web site design and implementation, among others.

Kim Jenkins, conference coordinator, said she was pleased with the turnout of 93.

"Being our first year, we didn't know what to expect," Jenkins said.

She called Carroll's message "awesome."

"It's good to show people that there is more to the economy than just big industry," Jenkins said. "Small businesses can think big, too."

Plans are to make the conference an annual event which rotates to all of MSU's Small Business Development Centers in Morehead, Pikeville and Ashland.

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